



WOMEN'S HEART FOUNDATION

Run For Mom



Sponsorship Proposal 2009



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Presented to: Marketing Director

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Dear Friend of Women's Heart Foundation:



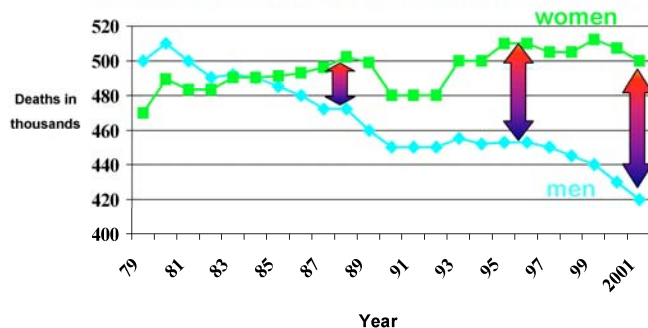
I founded the WHF in 1986 and incorporated as a charity in 1992 to battle the No. 1 killer of American women: **Heart Disease**. We've made great strides but still have a long way to go as the gap between men's and women's survival is widening (see graph below). This annual event commemorates National Women's Health Week and serves as a platform to draw attention to this critical health issue. Special events such as "Run For Mom" (previously known as *Run For Your Heart*) serve to raise awareness of how this disease affects women differently and generate funds so that the Women's Heart Foundation can continue its mission.

Our organization reaches thousands of women each year -- in the workplace, at health fairs, senior nutrition sites, in schools and at symposiums -- with risk assessments, wellness curriculum for schools and materials to support a healthy lifestyle. Our website is visited by 4,000 unique visitors a day and our monthly e-newsletter is sent to 1200 subscribers.

WHF has nationally acclaimed prevention and wellness programs such as National Women's Heart Week®, Medication Safety Week® and Teen Esteem Health and Fitness Program® – a healthy lifestyles intervention implemented as a gym-alternative class for vulnerable adolescent girls. This is our flagship program that is administered as a collaborative at Trenton Central High School. WHF received international acclaim for this program when it was featured at the 2006 First World Congress on Gender Medicine in Berlin, and again, at a second conference in Austria for demonstrating reduction in heart disease risk factors. Over 500 girls have graduated the program thus far. The teen years are critical years for developing health behaviors that follow us through our lifetime. If we can impact adolescents in making smarter health choices now, we can save lives and healthcare dollars for the future. Additionally, this school-based wellness and prevention program opens the door to affordable healthcare for all.

Cardiovascular Disease Mortality Trends

Women's rates are not declining in line with men's



Please consider a sponsorship of **Run For Mom**. You will be giving your company tremendous exposure while helping to fund nationally acclaimed prevention programs that are changing communities and changing lives. It is our hope that one day soon, heart disease will no longer be the number one killer of our mothers and daughters, sisters and wives. Please help us save more women's lives.

Take care of your heart.

Bonnie Arkus, RN

Executive Director & Founder



WOMEN'S HEART FOUNDATION

improving survival and quality of life

Mission: to institutionalize wellness and prevention programs

WHF - a 501c3 charity - is the only non-governmental organization that implements heart disease prevention projects and is dedicated to improving survival and quality of life.

Goals:

- provide for the education of women as consumers concerning heart disease as it affects them economically, culturally, physiologically, psychologically and spiritually
- provide for the education of health professionals concerning the unique needs of women with heart disease
- advocate for research as it affects women, particularly minority women
- support women as caregivers.

Run For Mom



- The Women's Heart Foundation will hold its annual *Run For Mom* which is a 1-mile Family Fun Walk and 5k competitive walk/run at the Mercer County Park in West Windsor, NJ on Mother's Day starting at 8:00 A.M.
- The event supports National Women's Health Week and NIH Region II Office on Women's Health.
- The event is professionally timed by L&M Sports with race supervision by Baldasari Race Management team. A field of over 350 people is anticipated to participate in the race. There will be prizes for the top male and female finishers and 1st, 2nd and 3rd place in each age category and a kids Fun Run. The race will have a festival atmosphere with music, door prizes, complimentary buffet and a number of different vendors.



Run For Mom



The Race attracts mostly women and their families from New Jersey with some participants traveling in from PA, NY, MD, and DE.





Run For Mom



First Place Man... and First Place Woman.



Sponsorship Elements



The Women's Heart Foundation will provide the following:

Signage

- Sponsor's banner displayed near the start/finish line. (Sponsor to provide own banner, unless otherwise noted). Please send banner one week prior to event.
- Sponsor's logo posted on the Women's Heart Foundation Leader Board

Website

- Web banner on www.womensheart.org site that links back to its site. The sponsor will also receive mentions in other parts of the website that promotes the event.

Comps

- Sponsor will receive up to ten (10) complimentary invitations (depending on level of contribution) to have associates, employees, friends or others participate in the event and a reserved space for a tent at the event (sponsor to provide own tent unless otherwise specified)

Sponsorship Elements



Media Advertising

- The sponsor will receive mentions in newspaper ads and radio spots that promote the event. It is anticipated that the race will have a local radio sponsor and newspaper sponsor.

Event Association

- The sponsor will receive its logo on various collateral materials associated with the event, including flyers, press releases and other associated promotional materials.

Race Invitation

- The sponsor will receive its logo in a program that will be handed out the day of the event with presenting sponsor listed on front of invitational registration form.

Sponsorship Program

- Platinum: \$7,500
- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,000
- Vendor Table: \$200



Various elements of the packages are outlined on the *Run For Mom* web page at www.womensheart.org and www.runformom.org



PLATINUM SPONSOR: \$7,500

- Pre-event:
 - Company logo on flyers, back of Walk T-shirt, invitational brochures, collateral material.
 - Media mentions in news ads, press releases, collateral materials and event program w/ company logo
- Event day:
 - Dedicated tent space for company to exhibit near the registration area. Table and 2 chairs provided.
 - Recognition race day as a “**Platinum Sponsor**”
 - Finish Line Banner (up to two. Please provide WHF with company banner(s) one week prior to event. Suggested size of banner: 2 1/2’ x 6’
 - Designation on the “Women’s Heart Leader Board”
- Race invitations—ten comps to associates, employees, friends or others to participate
- Post-event:
 - Recognition with company logo and hyperlink to your company’s website on RUN webpage
 - E-Newsletter: Company logo included on two WHF newsletters distributed to 1200 subscribers- company hyperlink included – under section: *This issue sponsored by...*

GOLD SPONSOR: \$5,000

- Pre-event:
 - Company logo on flyers, back of Walk T-shirt, invitational brochures, collateral material.
 - Media mentions in news ads, press releases, collateral materials and event program w/ company logo
- Event day:
 - Dedicated tent space for company to exhibit near the registration area. Table and 2 chairs provided.
 - Recognition race day as a “**Gold Sponsor**”
 - Finish Line Banner (up to two. Please provide WHF with company banner(s) one week prior to event. Suggested size of banner: 2 1/2’ x 6’
 - Designation on the “Women’s Heart Leader Board”
- Race invitations—seven comps to associates, employees, friends or others to participate
- Post-event:
 - Recognition with company logo and hyperlink to your company’s website on RUN webpage
 - E-Newsletter: Company logo included on one WHF newsletters distributed to 1200 subscribers- under section: *This issue sponsored by...*

SILVER SPONSOR: \$2,000

Pre-event:

- Recognition in releases, posters, flyers and on event “Women’s Heart Leader Board” and on collateral material
- Recognition with company logo on Women’s Heart Foundation dedicated *Run For Mom* webpage

Event day:

- Exhibit table provided with two chairs located near registration area
- Race invitations—three comps to associates, employees, friends or others to participate
- Recognized race day as a “**Silver Sponsor**” with accompanying Finish Line Banner company provides

BRONZE SPONSOR: \$1,000

Pre-event:

- Recognition in releases, posters, flyers and on event “Women’s Heart Leader Board” and collateral material
- Recognition with company logo on Women’s Heart Foundation dedicated *Run For Mom* webpage

Event day:

- Exhibit table with two chairs provided near registration area
- Race invitations—two comps to associates, employees, friends or others to participate
- Recognized race day as a “**Bronze Sponsor**”

CORPORATE SPONSOR: \$500

Pre-event:

- Recognition in releases, posters, flyers and on event “Women’s Heart Leader Board”
- Recognition on Women’s Heart Foundation dedicated *Run For Mom* webpage

Event day:

- Exhibit table to display vendor materials (certain agreements apply)
- Race invitations—two comps to associates, employees, friends or others to participate

IN-KIND SUPPORT*

- Media partner... ad space in circulated publication; radio time to announce event; DJ during the event to support the Awards Ceremony and Kids Fun Run
- Post-event Buffet (pastries, bagels, bananas, oranges, pastries, bottled water, energy bar, coffee)
- Fitness person to lead warm-ups
- Gifts for goodie bags
- Tent and table rentals
- ALL Corporate Partners are expected to actively recruit Team Leaders from your company and commit to a minimum of 50 attendees

* Recognition based on fair market value of in-kind contribution



WOMEN'S HEART FOUNDATION

SAVE THE DATE



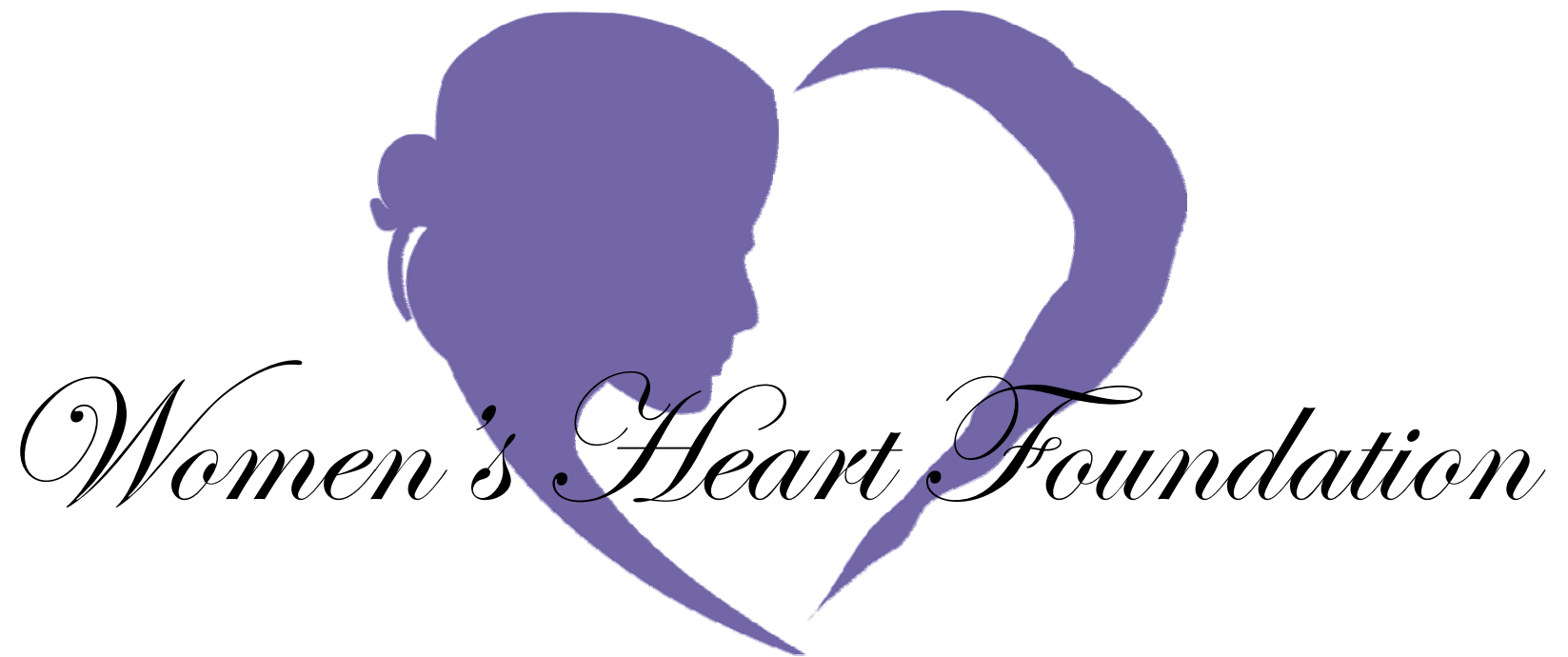
Sunday, May 10, 2009

Mothers Day 5k - 'Run For Mom'

Mercer County Park – Marina

8:00 AM Registration

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Dedicated to improving survival and quality of life through instituting prevention and wellness and evidence-based gender care

take care of your heart

